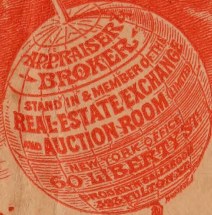
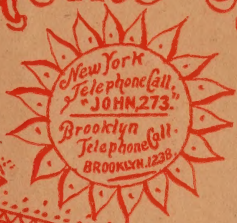


Compliments of



DESIGNS

FOR BEAUTIFUL



HOMES

OF MODERATE COST.

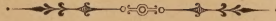
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JERE JOHNSON, JR., 60 Liberty St., New York,
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DESIGNS FOR
BEAUTIFUL HOMES
OF MODERATE COST.

NEW YORK:
PRESS OF JOHN MEDOLE & SON, 23 VANDEWATER STREET.

1888.

IMPORTANT TO THE HOME-SEEKER.



The designs for beautiful homes represented in this little book have been selected after great consideration, my aim being to select only such as combine comfort, neat appearance, and moderate cost. I am pleased to say that those herein submitted have these three essentials. The prices attached are actual figures from builders who will construect the different houses for the prices mentioned.

Besides designs I also mention the different properties that I am offering for sale for cash or on the instalment plan; they are all valuable, and a selection on either will make a splendid home-site.

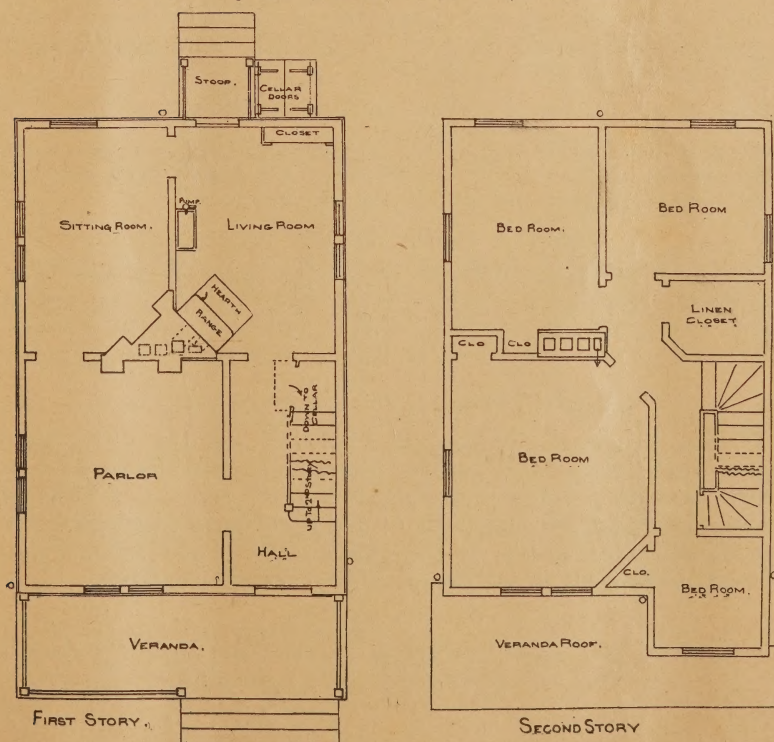
Should you conclude to buy lots on the properties I am offering, you can select one of the designs herein described, and I will furnish you with a complete set of working plans and specifications, free of cost.

Respectfully yours,

JERE. JOHNSON, Jr.



No. 1. JERE. JOHNSON, JR.'S \$2,000 HOME.



THE INDUSTRIAL MILLIONS YET UNSUPPLIED WITH HOMES

800 LOTS ON MONTHLY PAYMENTS.

The demand for economical, healthy, accessible homes, suitable for the *young merchant, thrifty mechanic, and ambitious salaried man* doing business in New York or Brooklyn, is still increasing, I am happy to announce that I am now offering,

AT PRIVATE SALE ON MONTHLY PAYMENTS OF \$5 TO \$20,
in one of the finest locations in Queens County, Long Island,

THE OLD HYATT HOMESTEAD FARM,
celebrated for a hundred years for its beautiful situation, excellent lands, and central position *on the line of travel*, and proximity to everywhere. The property comprises

800 *SPLENDID LOTS*,
on Thompson, Maurice, Woodside, Bowne, Hicks, Hyatt, Burroughs, and Railroad Avenues, and Monroe, Clinton, and William Streets, and the Bushwick and Newtown Turnpike, on

HYATT HEIGHTS, AT WINFIELD,

in the Town of Newtown, Queens County, in view of the villages of Newtown, Maspeth, and Woodside, and adjacent to the Winfield Station of the Long Island Railroad, which runs through the property. As a

DESIRABLE SITE FOR RESIDENCES,
this fine property has but few equals and no superiors; every requirement of the industrial classes for pretty, *cheap suburban homes* is found here, and I am able to offer lots upon such terms and prices that any man can

OWN A HOME IF HE WILL.

Lots are from \$100 and upward, on monthly payments of \$5 to \$20.

Just think a moment, you can certainly save 16 cents to 33 cents per day, *a few glasses of beer or cigars less will do that*, and when you have *once paid for your lot the rest is easy*, what you are paying rent will build you a home, and you are

INDEPENDENT OF LANDLORDS.

The title is guaranteed by the Title Guarantee and Trust Company of New York, with a capital of \$900,000, and you are at no expense for searches and lawyers. Don't hesitate and miss your opportunity, the suburbs of New York and Brooklyn are getting further and further away from business centres every year.

Get Maps and free passes at the offices of JERE. JOHNSON, Jr., No. 60 Liberty Street, New York, or at No. 393 Fulton Street, Brooklyn.

A complete set of working plans and specifications of any one of the designs shown in this book given free to all lot purchasers.

WINFIELD,

Where the property to which I call your attention is located, is a pretty little village, adjacent to the village of Newtown, in the town of Newtown, Queens County, Long Island, and

THE HYATT HOMESTEAD FARM

has for a century been regarded as the most beautiful site in the town ; and the tract now offered, as will be seen on the map, slopes gently toward the south, from Woodside to Maurice Avenue, and east and west from Bowne to Columbia Avenue, crossing those

SPLENDID THOROUGHFARES,

Thompson Avenue, the Bushwick and Newtown Turnpike, and the Flushing and North Side division of the Long Island Railroad, which last, it is superfluous to say, is regarded as one of the best disciplined and appointed in the country, and affording

CHEAP RAPID TRANSIT

in ten minutes to Hunter's Point, and thence by ferries, elevated roads, or horse cars to all parts of New York and Brooklyn. I have been able during the last two seasons to supply thousands of home sites on Long Island to the industrial classes by auction or on monthly payments, and have handled a large amount of desirable lands in Brooklyn and its attractive suburbs; for example, 2,000 lots in New Utrecht, 1,800 in the 26th Ward, 2,000 in Flushing, &c., &c., yet in my judgment, none have surpassed Winfield in the

ESSENTIAL QUALITIES

of an economical, healthy, beautiful, and accessible home, which I am now able to place within easy reach of all who are willing to economize and invest their small savings in a lot.

You will find that my way to *abolish poverty* by economy, frugality, and industry, is by far the most practical method of securing to the provident wage-worker the just rewards of his labor, and after saving the first \$5.00 he will be *astonished and delighted* to find how easy it is to own a home.

The Hyatt Farm dates back to 1787, and is right in the middle of all modern improvements ; Woodside, Maspeth, and Newtown villages being in sight on either hand ;

ADJACENT TO THE DEPOT

of the Long Island Railroad, it is accessible by 44 daily trains to and from Hunter's Point, *time, 10 minutes, at commutation fare about 7 cents, can anything be quicker or cheaper?* It is not necessary for me to tell any one how convenient Hunter's Point is to the business centres of New York and Brooklyn.

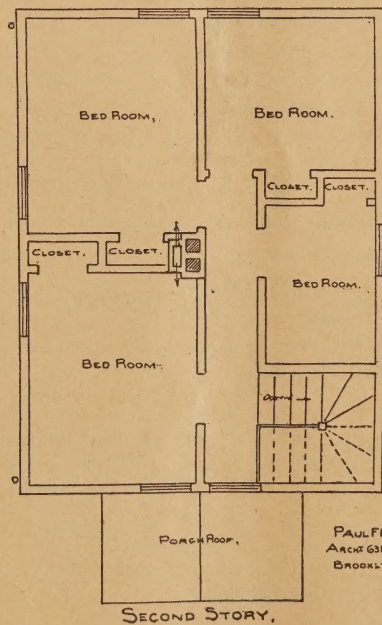
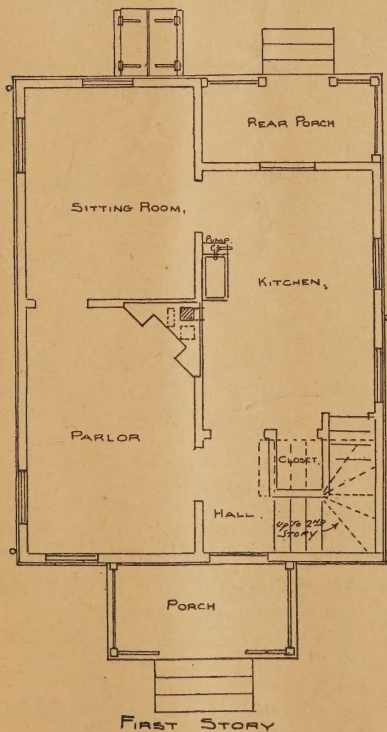
Get maps and free excursion tickets at offices of JERE. JOHNSON, Jr., No. 60 Liberty Street, New York, or at No. 393 Fulton Street, Brooklyn.

All titles guaranteed by TITLE GUARANTEE & TRUST COMPANY OF NEW YORK, capital \$900,000.

A complete set of working plans and specifications of any one of the designs shown in this book given free to all lot purchasers.



No. 3. JERE. JOHNSON, JR.'S \$1,800 HOME.



PAUL F. HIGGS
ARCHT 63 DUMFRIES ST
BROOKLYN, N. Y.

GRANDEST CHANCE OF ALL
AT LAST.

THE OLD RAPELJE FARM

joins in the great procession of progress, and comes to swell

THE 26TH WARD BOOM,

that is here to stay. The demand for economical homes seems to increase with the supply, and this splendid estate is now subdivided and will be sold singly or in parcels to suit purchasers, AT \$200 AND UPWARD PER LOT,

ON MONTHLY PAYMENTS OF \$10 TO \$20

per lot, according to price, which is graded according to location.

REMEMBER, THIS IS CITY PROPERTY,

right in the 26th Ward of Brooklyn, already the third city in the Union. We will not repeat

THE OLD STORY,

that only the rich are able to own homes in New York, you have doubtless found that out yourselves, you cannot even

RENT SUITABLE HOMES,

but are compelled to put up with apartment, or perhaps tenement, houses, at exorbitant rents, and there is no way in which

THE INDUSTRIAL CLASS

can obtain homes excepting in new subdivisions where high prices have not yet reached, and even then

PRICES AND TERMS

must be brought within the ability of mechanics and salaried men to save something for a beginning, and when a lot is paid for it is not so difficult to make *savings and rent* apply

TO BUILDING A HOUSE;

anyone in active employment of any kind can save something by retrenching expenses or doing without some needless luxury, what many spend in cigars or beer will buy a lot.

DON'T HESITATE,

because your earnings are small, make your expenses only a *little less*.

16 CENTS PER DAY SAVED

will make your monthly payment on a lot, you have no interest to pay, no dealings with lawyers, the title is fully and safely guaranteed, and there is no danger of your lot ever being worth less than now, in case of misfortune before payments are complete, hundreds will be ready to take it

OFF YOUR HANDS,

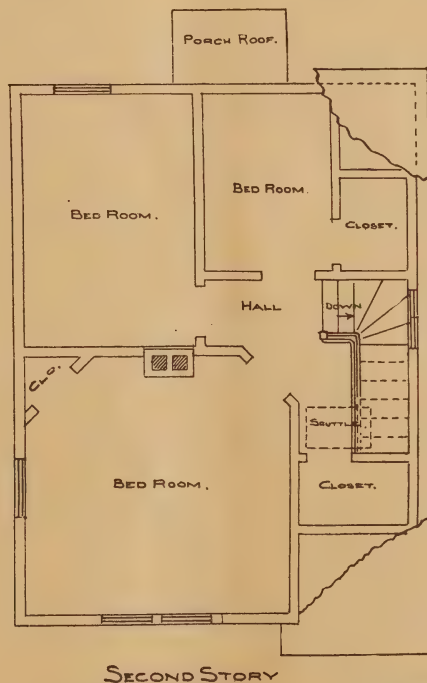
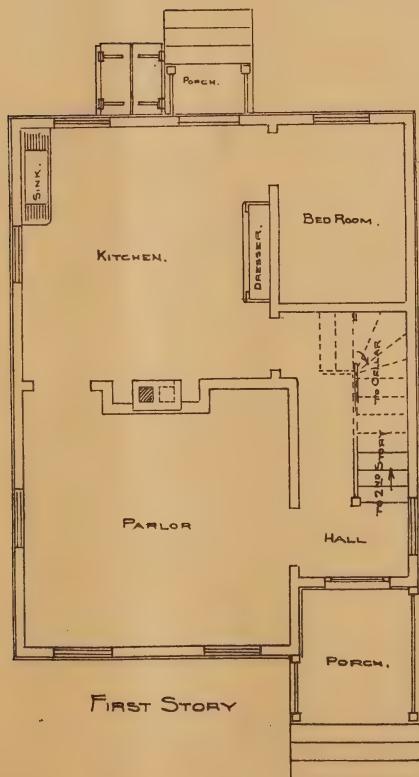
at a profit, and not infrequently in improving neighborhoods purchasers of say 3 or 4 lots, have been able to build on one by the profit from the sale of the others. Come, everybody, and examine the location; *take Rapid Transit at Flatbush and Atlantic Avenues to Locust Street Station, and you are within one block of the property.*

All titles guaranteed by TITLE GUARANTEE & TRUST COMPANY OF NEW YORK, capital \$900,000.

A complete set of working plans and specifications of any one of the designs shown in this book given free to all lot purchasers.



NO. 4. JERE. JOHNSON, JR.'s \$1,500 HOME.



PAUL F. HIGGINS
ARCHT 63 DEVOE ST.
BROOKLYN ED.

26TH WARD OF BROOKLYN, HEGEMAN FARM.

The annexation of New Lots, including East New York, as an additional Ward of Brooklyn, which has proven so satisfactory to its citizens and tax-payers, possesses also a peculiar significance to the progressive real-estate men of both localities.

Only a few years ago the district was occupied by farms and market-gardens, until the increasing demand for some place to domicile the vast overflow of the two great cities, induced owners gradually to devote their properties one after the other to village uses. Under the grandiloquent metropolitan title of East New York a village was incorporated, street railroads established, and in spite of the manifest disabilities of a poor beginning and bad management, the

SUPERIOR ADVANTAGES

of location insured its continuous growth, but still on a village scale. The first sudden awakening was upon the completion of

THE BROOKLYN BRIDGE

and the phenomenal accession of population and consequent rise in all property values, the vast increase in the number and improved character of buildings in Brooklyn. Then of necessity followed

THE BROOKLYN ELEVATED,

and multiplied facilities for

QUICK TRANSIT

by steam on other roads. The demand of Brooklyn for room, and the struggling village for city facilities in order to secure its full modern development, finally terminated

IN ANNEXATION,

and the old market-gardeners are looking on in wonder and admiration at the sudden transformation of their farms into a city, fast filling up with stores, dwellings, public buildings, paved streets, and all accessories and accompaniments of

MODERN CIVILIZATION.

The land now offered, situated on Bennett, Montauk, and Atkins Avenues, Broadway (now Eastern Parkway), Bay (now Belmont Avenue), Union (now Sutter Avenue), Blake, and Duryea Avenues, main thoroughfares, has been in the family of Mr. Joseph Hegeman for a hundred years, and there are titles in the immediate vicinity that date back to grants from King James, still in the same line of heredity.

REMEMBER this is city property at suburban prices, improvements are rapidly growing up around it, and means of

RAPID CHEAP TRANSIT

are multiplying every day, and at the prices and upon the terms offered, no YOUNG MERCHANT, MECHANIC, OR SALARIED MAN

CAN AFFORD TO MISS THE OPPORTUNITY.

\$10.00 per month is only 33½ cents per day.

ANY ONE CAN SAVE THAT MUCH,

many waste far more every day in needless luxuries, and then wonder how their more thrifty friends on smaller salaries can own homes. The deadly enemies of poverty and want are *industry and frugality*.

Lots have been laid out, streets and sidewalks graded, and the blocks all inclosed with neat picket fence.

MONTHLY PAYMENTS OF \$10 AND \$20.

Title fully guaranteed by the Title Guarantee and Trust Company of New York, Capital \$900,000, without expense to purchaser. No Lawyers' fees, no searches necessary.

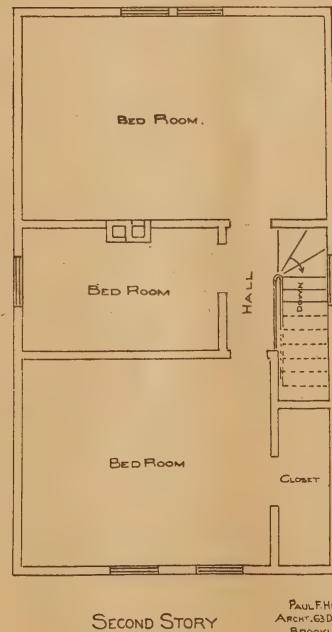
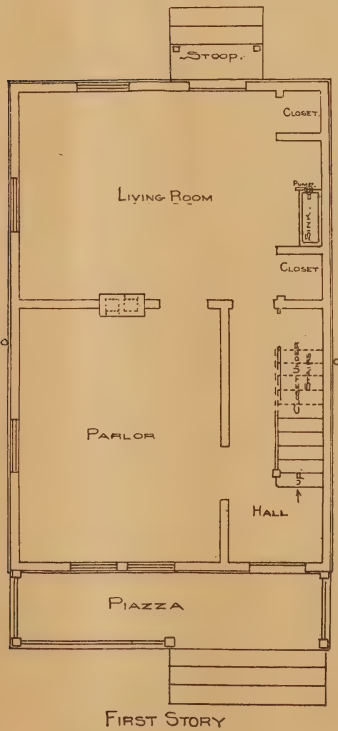
Get maps and information at offices of

JERE JOHNSON, Jr.,
No. 60 Liberty Street, New York,
No. 393 Fulton Street, Brooklyn.

A complete set of working plans and specifications of any one of the designs shown in this book given free to all lot purchasers.



No. 5. JERE. JOHNSON, JR.'S \$1,150 HOME.



PAUL FIGG'S
ARCHT. 63 DEVOSE ST.
BROOKLYN ED.

LOTS AT BATH BEACH JUNCTION.

LOCATION SELECT, LOVELY, AND HEALTHY.

The unparalleled sales of Lots at Bath Beach Junction are without a precedent in the history of Real Estate. Upward of 1,500 lots have been sold, and between 60 and 70 houses are finished or now building, and many more will be built this Spring.

The Brooklyn, Bath & West End R. R. now connects with the new ferry running from 39th Street to the Battery, New York, and will soon connect with the new 5th Avenue Elevated R. R. now building.

A few more lots are left at \$150 and upward. Payable \$5 and \$10 monthly.

A discount of ten per cent allowed for all cash.

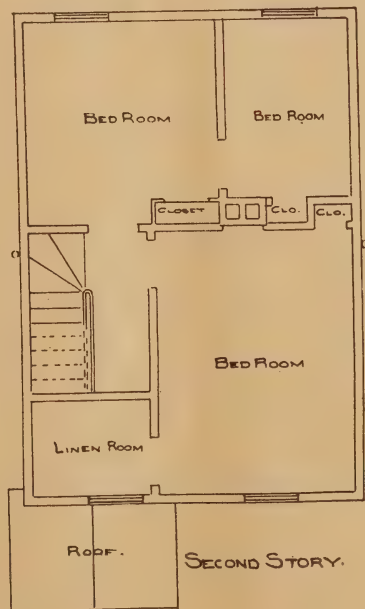
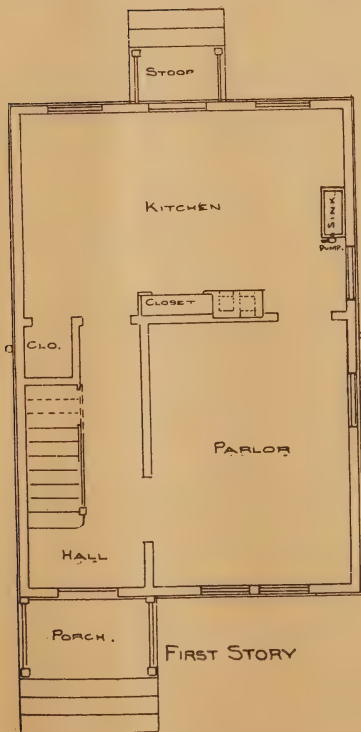
Send for Maps and Free Excursion Tickets.

All titles guaranteed by "Title Guarantee and Trust Company of New York," capital \$900,000.

A complete set of working plans and specifications of any one of the designs shown in this book given free to all lot purchasers.



No. 6. JERE. JOHNSON, JR.'S \$950 HOME.



PAUL F. HIGGS
ARCHT 63 DEVOE ST
BROOKLYN ED.

TAKE NOTHING FOR GRANTED

but investigate for yourselves. We may point out the relative advantages of any particular locality, but taste and the requirements of people differ. It is our duty

TO SELLER AND BUYER ALIKE,

as both are alike our patrons, to state facts, and the class most in need of economical homes, being usually those having but little time to spare and less experience, and also most in need of information.

FIVE THINGS TO BE REMEMBERED.

1st. A Healthy Location, dry soil, fresh air, and pure water, for nothing can compensate you for ill health of your family.

2d. Accessibility by cheap, easy, and convenient means of transit to and from your place of business, for a paradise would be useless to a busy man if it required too much time going and coming.

3d. Agreeable Surroundings, neighbors, doctors, schools, churches, shops, stores, and labor within a convenient distance, for suburban life is often rendered a burden to man and woman by the want of them, and but few men have either time or disposition to carry the family basket to and fro from business.

4th. An Improving Location, which if supplied with means of transit, any suitable location near the great cities will be. It is as easy to settle on the line of the march of progress as anywhere else, and then you may be sure that your little home will advance in value as the city grows around you.

5th. Buy from First Hands as near as you can before speculation and progress have done their work, for you will never get lots cheaper than when the old farms are first subdivided.

Every man of family wants a home and can get one if he will take his wife's advice, save his money, BUY A LOT, and he will have a reason for economy that he never had before in order to pay for it, and the habit once established will make him ambitious and give him confidence that A HOME IS WITHIN HIS REACH.

\$10.00 OR \$20.00 A MONTH

is a small sum, and he will be surprised how easily it is saved, and delighted to find how much it will accomplish; many a provident young mechanic, merchant, or clerk may have saved enough to pay for a lot and will be entitled to *10 per cent. discount for cash*, and will be able to apply the amount he is paying for rent to build at once, but don't forget that certain things are essential in *selecting a home*, and all should carefully investigate the claims of any property offered.

TITLE GUARANTEE & TRUST CO

55 LIBERTY ST.,
New York.

26 COURT ST.,
Brooklyn.

PAID-UP CAPITAL - \$900,000.

Examines and guarantees titles to real estate.

Attends to the drawing of contracts, the preparation of deeds and mortgages, and the closing of titles. Affords security of title and ease of transfer.

Offers the best legal examination and opinion obtainable.

Offers a larger paid-up guarantee fund than any other title company in the country.

Offers the practical and wide experience of the successful companies of Philadelphia and Boston.

Offers a management composed of some of the ablest lawyers, business men, and financiers of New York, Brooklyn, and Philadelphia.

Many of the trust companies and savings banks of the State are now lending through this company. Its clients can always procure, through it, reasonable loans at the lowest current rates of interest.

The company also issues to attorneys, guaranteed searches from

ITS LOCALITY INDEX

of the real estate records of New York and Kings County, now completed.

These searches cost from one-half to two-thirds the charges for official searches.

They are accepted by both the Banking and Insurance Departments in lieu of official searches.

Owners and lenders should see that their titles are protected by this system of searching, admitted to be the best now known to the legal profession.

ASSETS.—U. S. 4 per cent. bonds,	{	Indemnity fund. \$500,000	{	\$314,000
Bonds and Mortgages,	{	is required by law.	{	199,000
Plant, - - - - -	-	- - - - -	-	415,000
Other assets, - - - - -	-	- - - - -	-	23,000
Total, - - - - -	-	- - - - -	-	\$951,000

COUNSEL.

Stephen P. Nash,

Richard Ingraham,

Geo. F. Demarest.

TRUSTEES.

George G. Williams,
Eugene Kelly,
William H. Male,
Edward N. Tailer,
Benjamin D. Hicks,
Isaac H. Cocks,
Ellis D. Williams,

Orlando B. Potter,
Hugo Wesendonck,
Julien T. Davies,
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William M. Ingraham,
Alexander E. Orr,
Emil Oelbermann,
Henry Morton,
Charles R. Henderson,
Charles Matlack,
Samuel T. Freeman.

John W. Murray, *President.*

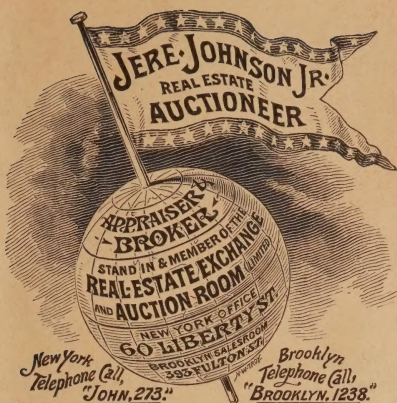
C. H. Kelsey, *Vice-President.*

Louis Windmuller, *Treasurer.*

Newell Martin, *Secretary.*

Edwin P. Clark, *Superintendent of Records.*

Frank Bailey, *Brooklyn Manager.*



Communications requiring the personal attention of JERE. JOHNSON, Jr., must be directed to 60 Liberty Street, New York.

Payments on contracts must be made at 60 Liberty Street, New York, or 393 Fulton Street, Brooklyn.

BRANCH OFFICES:

WYCKOFF-KINGSLAND FARM.

Nassau Avenue, cor. Humboldt Street, 17th Ward (Greenpoint), Brooklyn,

TELEPHONE CALL, "GREENPOINT 257."

NICHOLAS N. WYCKOFF FARM.

Wyckoff, corner of DeKalb Avenue, 18th Ward, Brooklyn.

TELEPHONE CALL, "WILLIAMSBURGH 947."

RAPELJE FARM.

Liberty, corner of Montauk Avenue, 26th Ward (East New York), Brooklyn.

TELEPHONE CALL, "EAST NEW YORK 72."

HEGEMAN FARM.

Eastern Parkway, formerly Broadway, corner of Berriman Street, formerly Bennett Avenue (East New York), 26th Ward, Brooklyn.

TELEPHONE CALL, "EAST NEW YORK 72."



#2132



NOW

IS THE TIME TO

BUY LOTS

IN THE

18TH WARD, BROOKLYN

ON THE

NICHOLAS N. WYCKOFF FARM,

WYCKOFF and St. NICHOLAS AVENUES, between DE KALB and MYRTLE AVENUES,

For \$385 and UPWARD,

PAYABLE

•••\$20 MONTHLY,•••

Ten per cent. discount for cash. ☞ All titles are insured by "TITLE GUARANTEE AND TRUST COMPANY."
 These lots will double in value on the completion of the ELEVATED RAILROAD. ☞ My Agent is in attendance every day at my Branch Office on the property, corner Wyckoff and DeKalb Avenues, to show the Lots. Full information, with Maps and Price Lists, at offices of JERE. JOHNSON, JR., No. 60 Liberty Street, New York, or No. 393 Fulton Street, Brooklyn.



CAN

THERE BE ANY

BETTER INVESTMENT

THAN

GREEN POINT LOTS

AT PRESENT PRICES ON THE

WYCKOFF-KINGSLAND FARM,

WHICH I AM NOW SELLING FOR

\$650 AND UPWARD,

PAYABLE \$20 MONTHLY.

Or for cash TEN PER CENT. DISCOUNT. All titles positively guaranteed by the "TITLE GUARANTEE AND TRUST COMPANY," CAPITAL \$800,000.

NOW IS THE TIME TO BUY

Before the great advance, which will surely come, takes place. My Agent lives on the premises and can always be found at my Branch Office, corner of Nassau Avenue and Humboldt Street, or you may obtain maps and full information at my principal offices, No. 60 Liberty Street, New York, or No. 393 Fulton Street, Brooklyn.

JERE. JOHNSON, JR.

FREE TICKETS FOR ALL TRAINS
BETWEEN
BROOKLYN and BATH JUNCTION,



AND BETWEEN

LONG ISLAND CITY and HYATT HEIGHTS,

AT WINFIELD, L. I.

with Maps and full Particulars may be had by applying to

JERE. JOHNSON, Jr.,

AT HIS

New York Office, 60 LIBERTY STREET, N. Y.,

OR AT HIS

Brooklyn Office, 393 FULTON STREET, B'klyn.